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Specification, as originally filed, with Application for Patent Serial No: 2,452,423, on  
December 30, 2003, by **ATOME ALFRED OGBUMOR**, for "Homegrocer".

*Gracy Puckius*  
Agent certificateur/Certifying Officer

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## **DESCRIPTION**

### **THE HOMEGROCER**

Imagine the kind of system that enhanced the delivering of grocery direct to your home without Internet connection and talking on the phone. This is what the HomeGrocer, a complete home grocery easy to use shopping system from Alfred Ogburnor.

HomeGrocer is a phone line integrated system. With a touch-tone phone, a screen display, and a data communications system which allows you to completely and effectively view your grocery store products and items and place your order to your local grocery store or chain of grocers. With a single touch of a button you can access a comprehensive grocery list from the store of choice and have it presented on the displayed of your phone. This system is user friendly and provides a non-complex, inexpensive solution to online shopping, compared to other similar services.

#### **The System**

The purpose of the HomeGrocer is to create and provide cost-effective and reliable solution for home users to easily buy their grocery at home thereby saving time and cost of going to the grocery store.

This system allows more frequent and consistent contact between homes and grocery store providers, resulting in ease of use thereby reducing the stress in the store, saving time in getting what you want without driving to two or three stores, helps parent not to leave their children alone and also those that finds it hard to go to the store personally.

HomeGrocer significantly reduces costs associated with time, delays, uncertainty, cost, and risk. It provides ease of use for both homes and storeowners, with the flexibility of both delivery and store pickup functionality. For the fact that the HomeGrocer uses regular touchtone phone line to transmit data directly from store to home and vas versa, it's completely secure, with no need for any complex and money costing connection fees and the problem associated with it.

#### **HomeGrocer Component**

The HomeGrocer product suite includes the HomeGrocer regular phone line with screen display, and the StoreGrocer with store management tools to scan images, data entry, and transaction capability, invoice and automatic message response and peripherals

The HomeGrocer station provides the ability to deliver a full grocery shopping without leaving your house, connecting to the Internet or talking on the phone. Easy to install and uses a regular telephone line with the single push of a touch-tone button.

### **Complete Grocery List**

It gives a complete grocery list, as it is in the store on the customer home phone screen display direct from the store station

### **Data Entry**

Customer can call the store and have their items adjusted after HomeGrocer transactions. This new data will be entered from the store end to correct the customer-shopping list.

### **Automated Shopping list**

HomeGrocer can also be programmed to provide customers with automatic list of items they normally buy or on sale as well as all items on sale

## **StoreGrocer**

The StoreGrocer Station is a desktop computer with scanning capability that connects over a standard telephone line to a HomeGrocer client (programmed to the customer residence phone) and servers station. It is equipped with a scanning capability to allow the stores scan the image of each product on the system with price and descriptions to be transmitted and displayed on the HomeGrocer customer phone screen display.

The StoreGrocer network system is also able to capture and store all of the information and transactions transmitted from the HomeGrocer phone line for later retrieve.

Each customer information and transactions are recorded at the StoreGrocer network station and saved in a central database station.

Also included will be a comprehensive reporting and graphing package that allows the store to easily produce reports and graphs of customer buying rate and regular items. Other basic functions such as selection of the range of product purchase from location and new customers as well as develop marketing.

## **Easy Steps to Use the HOMEGROCER Solution**

The purpose of the HOMEGROCER Solution is to enable people to do their grocery at their own leisure.

The HOMEGROCER Solution is a specially designed touch-tone home phone/wireless system with screen display and has all basic telephone buttons and other functional buttons for grocery store display. It requires pass code to access system.

- Step 1** Customer will pick up the phone and dial special phone number to connect to the HOMEGROCER network without Internet access, just the direct home phone line. This will be displayed on the homeowner's telephone. After dialing into network the system will then prompt the customer to press the "store" button on screen. This will take them to the grocery store selection.
- Step 2** Customer will be able to select their regular grocery store or any other desirable grocery store chain from the selections on screen.
- Step 3** If the customer is a first time user, the system will prompt the customer to register with the HOMEGROCER Solution. The purpose of the registration is for customers to be linked to a particular store so that they will automatically have access to the store of their choice, so when items are purchased they can be accurately determined and delivered on time, and the customer will not have to go through the registration process again.
- Step 4** Once entered into the store of their choice, it will display the grocery products of that chain. On the main screen, customer will be prompted to select "Weekly Specials" or "Produce", by touching the screen. The "Weekly Specials" displays all of the items that are on sale for that week. The "Produce" section will show the customer all the categories of products that are available in that store.
- Step 5** If "Weekly Specials" is selected a list of sale items will be shown, and customer is given opportunity to view them and choose to their liking. This begins the shopping process, with the flexibility of buying as many or as little particular or variety of items.
- Step 6** For customers to shop using the HOMEGROCER solution, the products will be displayed with the name and price attached to the item. With one simple touch of the screen it will be added to the shopping cart.
- Step 7** Customer can continue shopping on "Weekly Specials" or "Produce", or decide to check out of the HOMEGROCER Solution. Items selected are all being accumulated in the shopping cart with price and quantity. The customer has the option to view the items that they have purchase at this point with the choice of continuing the shopping process or checking out of the HOMEGROCER Solution.

**Step 8** If "Produce" is selected, follow the same steps as stated in 5-7, with same conditions applying.

**NOTE:** When customer is in "Weekly Specials" or "Produce" they are given the flexibility to move back and forth through different categories, without losing the items that they have already selected.

**Step 9** When the customer is satisfied with the selections that they have made, they now have the option of viewing their items once more, or checking out of the HOMEGROCER Solution.

**Step 10** When the customer is satisfied with the products of choice, then they will be able to check out by touching the "Check-out" button.

**Step 11** The system will now prompt the customer to "Method of Payment". This will take them to the a list of selections, such as COD or Cash on Pick-up.

**Step 12** When all is completed, a number will be given to the customer as confirmation of their purchase.

### **The Store Grocer**

All the data that is gathered from the home system goes to the store network, which is transferred to the Central Server Station (CSS). Each store is independent of another, but at the same time has all information coming from the HOMEGROCER Solution to that particular chain.

The STOREGROCER is a multi-task system, whereby it can receive as many entries as possible. The system is capable of handling multiple data at the same time. The store has constant data tracking systems that sends the information gathered from the HOMEGROCER store to be picked and delivered based on the customers request.

The stores will have the capability of a drive-through for easy pick-up. Meaning the customer will put in their confirmation number when "pick-up" is selected as "Method of Payment". The STOREGROCER has the capability to make adjustments if the customer chooses to call in and make changes to the items purchased.

The store also has the capability to store customer information for a minimum of one year, which also allows the customer to retrieve all grocery lists for that year.

The STOREGROCER has all capability to scan images of the products, capture, store and input information for each product. The system can also records all transactions print reporting systems, and other basic functionalities. The store grocer also has the capability to update, retrieve, and delete information.

All the data gathered from each store is in a central data base system. Each store that is within the HOMEGROCER Solution system has no direct link from one store to another, but the HOMEGROCER has a direct link to all of the stores within the system.

### **Server Station**

This is a central database station where all information is stored. It has to and fro direct transaction communication with the StoreGrocer. All the different stores are connected to the central database.

Store information is secured through a digital password. The HomeGrocer has no direct communication with the server but through the local store

### **Delivery Method**

There will be two methods of delivery:

1. Items can be delivered to the customer's home based on selected time period.
2. The customer can instruct the store to keep it aside for personal pick up at the store

### **HomeGrocer benefits.**

HomeGrocer System provides superior benefits for all grocery shopping.

#### **For customers:**

- Increase frequency of access to grocery
- Improve interaction with grocery store providers
- Saves time, money and energy
- Know and get what you want
- Removes uncertainty
- Reduce visits to grocery store and not having to wait in line

#### **For Grocery Providers:**

- Enhance access to customer shopping through more overall visits by supplementing store visits with phone line shopping, especially with seniors and disable people or rural and remote areas
- Make better use of marketing promotions
- Improve customer relationship and involvement in store grocery sales
- Provide timely access to products on sale information
- Economic Use of time and stationery. Reduce driving, walking time and paperwork